

# L0105 Public Information Basics

## Course Description

*This course is sponsored by: the Idaho Office of Emergency Management and Ada County Emergency Management and Community Resilience.*

The goal of this course is to equip participants with the skills needed to be a full or part-time Public Information Officer, both in the proactive/advocacy times and crisis/emergency response.

### Objectives:

- Demonstrate the role and function of the PIO in both day-to-day and emergency situations
- Develop a public awareness campaign
- Develop an incident communications strategy
- Indicate the purpose of a public awareness campaign
- Identify the steps in developing a public awareness campaign
- Learn to follow the 8-step StratCom process in planning
- Describe different public information written products
- Apply effective news release writing guidance
- Adapt or repurpose written media products for social media
- Describe what types of impressions specific body language might convey during an interview

## Audience

This course is intended for newly appointed emergency managers and professionals transferring from another discipline to emergency management.

## Registration

**Dual registration is required.** Walk-Ins not allowed. Please register at [www.idahoprepares.com](http://www.idahoprepares.com). FEMA registration link will be emailed to students upon registration with IdahoPrepares.com.

**Registration close date: August 9th, 2023**

## Course Completion

Attendees who actively participate, in the entire course, and successfully complete the course will receive a Certificate of Completion.

## Date(s) & Time(s)

August 23rd-25th, 2023  
8:00 a.m. - 5:00 p.m. MST

## Location

Bonneville County Courthouse  
EOC Classroom  
605 N. Capital Ave.  
Idaho Falls, ID 83402

## Prerequisites

**Required:**

**IS-29 PIO Awareness Course**

To take this course, click here:

<http://training.fema.gov>

## Course Tuition

- This training is DHS/FEMA grant eligible.
- Please contact your respective county/tribal emergency manager.
- No tuition fee

## State Contact

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